IN TWO PARTS OCTOBER 1961 PART II

INDEX TO

VOLUME XXXVI

From October, 1960 to May, 1961, inclusive

A MAGAZINE FOR BUSINESS TEACHERS

The JOURNAL of BUSINESS EDUCATION

Combining
The Business School Journal and
The Journal of Commercial Education

512 BROOKS BUILDING

WILKES-BARRE, PA.

(Index on next page)

INDEX TO VOLUME XXXVI

October 1960 to May 1961

Numerals Indicate Page Numbers

Audio-Visual

Lanza, Anthony R. — "Audio-Visual Aids" (a monthly feature), Oct., 1960 — May, 1961.

Tonne, Herbert A. — "The Ubiquitous Teaching Machine", 192.

Automation

Bramhall, Jacques, Jr. — "Library Uses Teletypewriters", 25.

Haga, Enoch J. — "Understanding Automation" (a monthly feature), Jan., 1961 — May, 1961.

"Magnetic Ink: Common Language for Machines and Men", 71.

Waltz, Loren E. — "How Business Uses Processed Data", 293.

Bookkeeping

"A Bookkeeping System for Doctors", 111.

Everard, Kenneth and McCullough, Robert J. — "Make Bank Reconciliation Procedures Realistic", 19.

Gansloser, Charles J. — "The Rotating Bank Account", 289.

Haga, Enoch J. — "Single-Entry Bookkeeping of 1875 Still Useful", 326.

Hallstrom, Ronald W. — "Look at Your Bookkeeping Course Again", 242.

Novitt, Chester J.—"Visual Aids for Better Bookkeeping", 150.

Ramo, Diana E. — "Stocks Pay Dividends in Bookkeeping Classes", 63.

Soule, Robert G. — "Do We Meet the Personal-Use Objectives of Bookkeeping?", 197.

Curriculum

Blackledge, Ethel Hale — "Welcome the Older Woman to College", 23.

Eyster, Elvin S. — "Business Education in Transition: Impelling Forces", 102.

Eyster, Elvin S. — "Business Education in Transition: New Directions", 232.

Freeman, M. Herbert — "Business Education for College Prep Students", Part I, 157.

Hosey, Gladys Vadney — "Reading, Writing and Reporting", 119.

Selden, William — "Relationship of Business Education to National Manpower Problems", 73.

Tonne, Herbert A. — "Benton on Business Education", 234.

Van Derveer, Elizabeth T. — "Business Education for College Preparatory Students", Part II, 201.

Van Derveer, Elizabeth T. — "Modifying Objectives in Business Education", 58.

Distributive Education

Gradoni, John — "A New Type D. E. Workshop", 65.

Hettle, Wallace A. — "Showcase to the Community", 331.

Neuerburg, Lawrence P. — "How Should I Teach Display?", 29.

Rath, Patricia Mink — "The Parent in the Cooperative Program", 208.

Economics

Farris, Martin T. and Lowe, John W. — "To Balance or Not to Balance?", 33.

Lomax, Paul S. — "Cooperative Leadership in Economic Education — Responsibility of All", 146.

Tonne, Herbert A. — "Confusion About Economic Education", 322.

General Business

Elenko, I. William — "A Dynamic Approach to General Business", 328.

Elenko, I. William — "Sell Business Education Through Dramatics", 10.

Haga, Enoch J. — "California's Consumer Counsel: An Experiment in Public Service", 117.

Jelley, Herbert M. — "Save Your General Business Materials", 75.

Rosenblum, Irving — "Lawyer, Lank, and Lean", 161.

Rosenblum, Irving — "Say and See in Business Law", 94.

Tonne, Herbert A. — "Consumer Exploitation?", 105.

Guidance

Baird, Margaret W. — "National Business Entrance Tests — Personal Experience", 287.

Norwood, B. J. Scott — "Career Planning — Personal Tastes and Values", 251.

Schuessler, Raymond — "Technical Secretaries — A New Career", 245.

Management

Tonne, Herbert A.—"The Great Managerial Manhunt", 60.

Watkins, Lowell A. — "Systems and Procedures", (in two parts) 77, 121.

Miscellaneous

Blackledge, Ethel Hale — "Work Reduced to Fantastic Figures", 358.

Owen, Ralph Dornfeld — "Thoze Speling Deemuns", 339.

Office Practice

Barbour, Edna H. — "Dramatization: An Effective Device for Teaching Personal Traits and Business Skills", (in four parts) 203, 246, 291, 337.

Griffith, Lionel E. — "The Messy Office is a Costly Curse", 27.

Maxwell, Gerald W., and Arensman, Ray W. — "Using Cases to Teach Personality and Character Traits", 324.

Pallas, Mildred — "Legal Office Practice for the Legal Secretary", 249.

Purvis, Elgie G. — "Sixth Sense — Secretarial Sense", 152.

Ruegg, Robert J. — "Touch Training on the Ten-Key Keyboard", 296.

Professionalization

Allen, William R. — "New Ideas Replace Old Practice", 159.

Dotson, Verner L. — "Wanted: A Highly Successful Professional Writer", 276.

Higham, Marjory C. — "The Business Teacher's PRQ", 14.

Lomax, Paul S. — "EBTA Rejects Unification . . . ", 320.

Oliverio, Mary Ellen — "Who Leads the Way?", 190.

"Statement on Unification", 211.

Tonne, Herbert A. — "Research Be Damned", 8.

Tonne, Herbert A.—"Unification—1961?", 148.

Tonne, Herbert A. — "Unification Postponed?", 278.

Van Derveer, Elizabeth T.—"Who Teaches Teachers?", 6.

Van Gundy, Joyce — "Doubling Your Experiences", 270.

Research

Johnson, Roland — "Psychology in Advertising", 205.

Satlow, I. David — "Research for Classroom Teachers" (a monthly feature), Oct., 1960 — May, 1961.

Stenography

Bell, R. DerMont — "Whatever Happened to the Male Secretary?", 194.

Carlson, Janet, Rittenhouse, Arlene and

Tenikat, Madeline P. — "Incorporate Economic Concepts in the Teaching of Shorthand", 239.

Crandall, Lars G. — "Word Frequency Applied to Stenography", 67.

Haggblade, Berle — "Is Shorthand Success Predictable?", 335.

Kastelic, Ernest, J. — "Few 'Stop Lights' With Stenograph", 114.

Rainey, Bill G. — "What's New in Shorthand Education", 164.

Stone, Vernon W. — "Word-Count Formulas for Stenography", 283.

Williamson, Delbert E. — "Writing Shorthand", 17.

Witherow, Mary—"Building a Skill", 138.

Teacher Education

Daughtrey, Anne Scott — "Upgrading the Prospective Business Teacher", 280.

Timm, Gerald L. — "A High School Supervising Teacher Looks at Shorthand Teacher Preparation", 109.

Typewriting

Brown, Richard D. — "Motivate Your Typing Students With Individual 'A' Goals", 226.

Dry, Nellie Ellison — "Typing Figures and Symbols Without the 'Oh, No's' ", 21.

Fitch, Stanley K. — "Examining the Merits of Connectionism for Typewriting, (in two parts) 236, 285.

Hiatt, Hilda — "Typing Fun at Christmas", 50.

Robinson, Jerry W. — "Procedures for Refining Typewriting Techniques", (in two parts) 155, 199.

Schlichting, A. A. — "Why Not a 'Compact' Typewriter?", 107.

Shippy, Elsie Leah — "Testing: An Important Part of High School Typewriting Instruction", 333.

Wiper, Robert E. — "Skill Building in Typewriting Pays", 69.